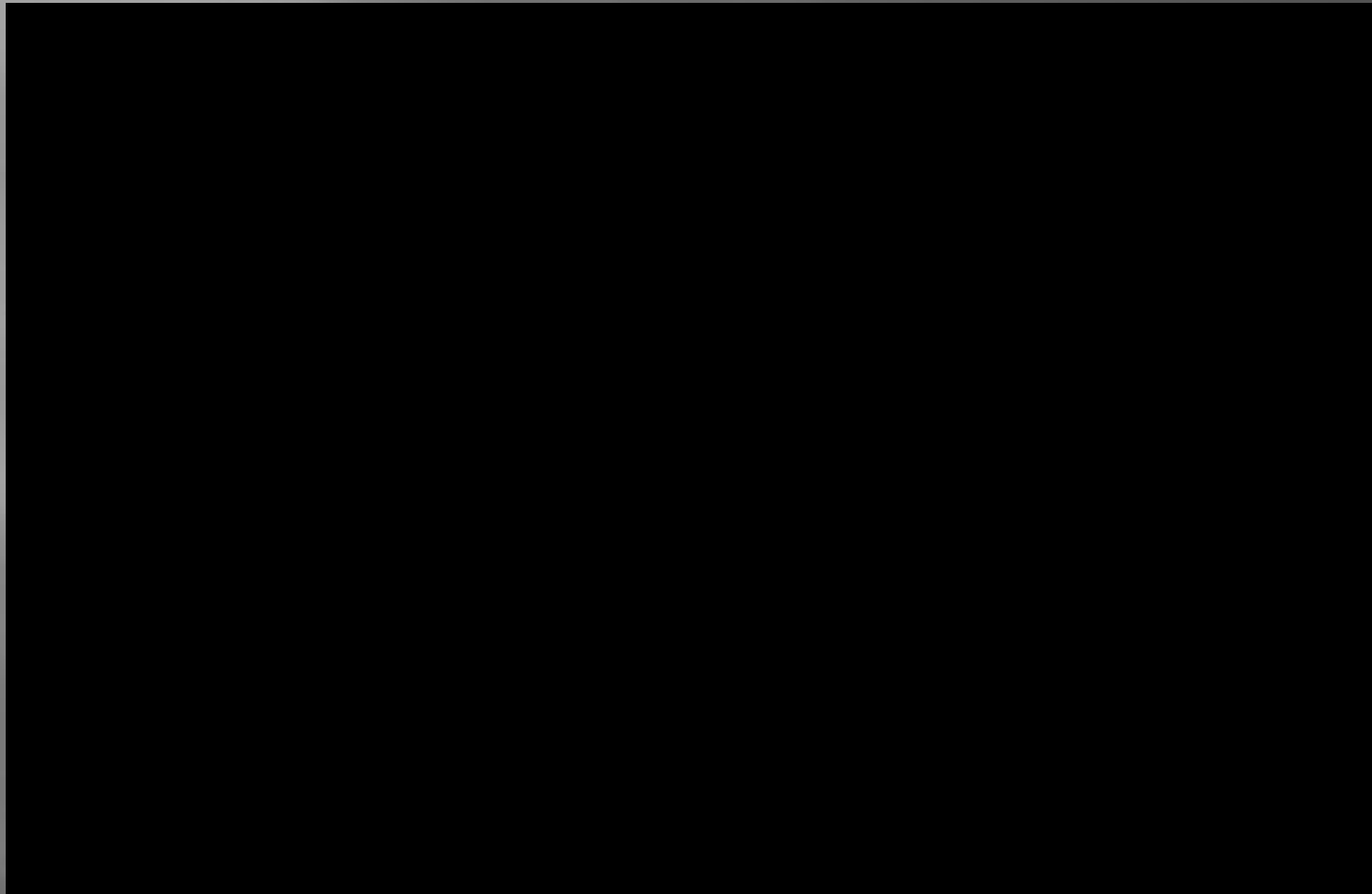


**WATCH CLOSELY...**





[www.seetheblindspots.com](http://www.seetheblindspots.com)



**Did we get your attention? Good,  
that was the point.**



The video you just watched has been viewed over 460,000 times since Nov. 1, 2011. We had it on our website for one month. It is still available to view on YouTube.

Total budget for the campaign - \$125,000



## ***What is the “See the Blindspots” safety campaign?***

All of us - motorists, pedestrians and bicyclists - have been infected by a false sense of security that stems from traveling thousands of miles each year without consequence. This collective disregard leaves us blind to the rules, the facts, and each other. The majority of Floridians don't know the basic laws of pedestrian safety.

This is why we've created *See The Blindspots*.

See The Blindspots is a movement. A change of direction.



- Florida is almost double the national average in pedestrian deaths. If the Tampa Bay area were a state, it would be 16<sup>th</sup> in the nation for pedestrian fatalities.
- The vast majority of all bicycle and pedestrian fatalities are occurring at night.
- Alcohol and drug use plays a significant role in pedestrian fatalities
- The Florida Department of Transportation has a goal to reduce pedestrian fatalities by 20% by 2015



- Even with a strong downward trend in fatal crashes over the past five years, Florida still has the highest pedestrian fatality rate per one hundred thousand people.
- Roughly nine pedestrians are killed in Florida each week and twenty-one are severely injured each day.
- Florida would like to be recognized for our beaches and tourists destinations, not our fatality rates.

# See the Blindspots PSA





On the website -

**MAN IS A LIGHTWEIGHT WHEN IT COMES TO CURB WEIGHT.**

**VS.**

**180 LBS**  
181 after wings & beer

**3,432 LBS**

**MAN LOSES.**

The illustration shows a man on the left and a car on the right. The man is wearing a t-shirt and pants, standing with his hands in his pockets. The car is a sedan. The text "VS." is in a speech bubble between them. The man's weight is listed as 180 LBS, with a note "181 after wings & beer". The car's weight is listed as 3,432 LBS. At the bottom, a horizontal line spans the width of the image, with the text "MAN LOSES." centered below it.





**MAN IS NOT ENGINEERED WITH CRUMPLE ZONES.  
MAN JUST CRUMPLES.**



BONE

**VS.**



REINFORCED ALUMINUM

---

**MAN LOSES.**

---



35% OF ALL PEDESTRIANS KILLED  
ARE UNDER THE INFLUENCE.

**2/3**  
OF THEM ARE MEN.

---

**WHEN WILL IT HIT YOU GUYS?**

**DON'T DRIVE UNDER THE INFLUENCE. DON'T WALK UNDER THE INFLUENCE.**

**SEE THE  
BLINDSPOTS**

[www.seetheblindspots.com](http://www.seetheblindspots.com)



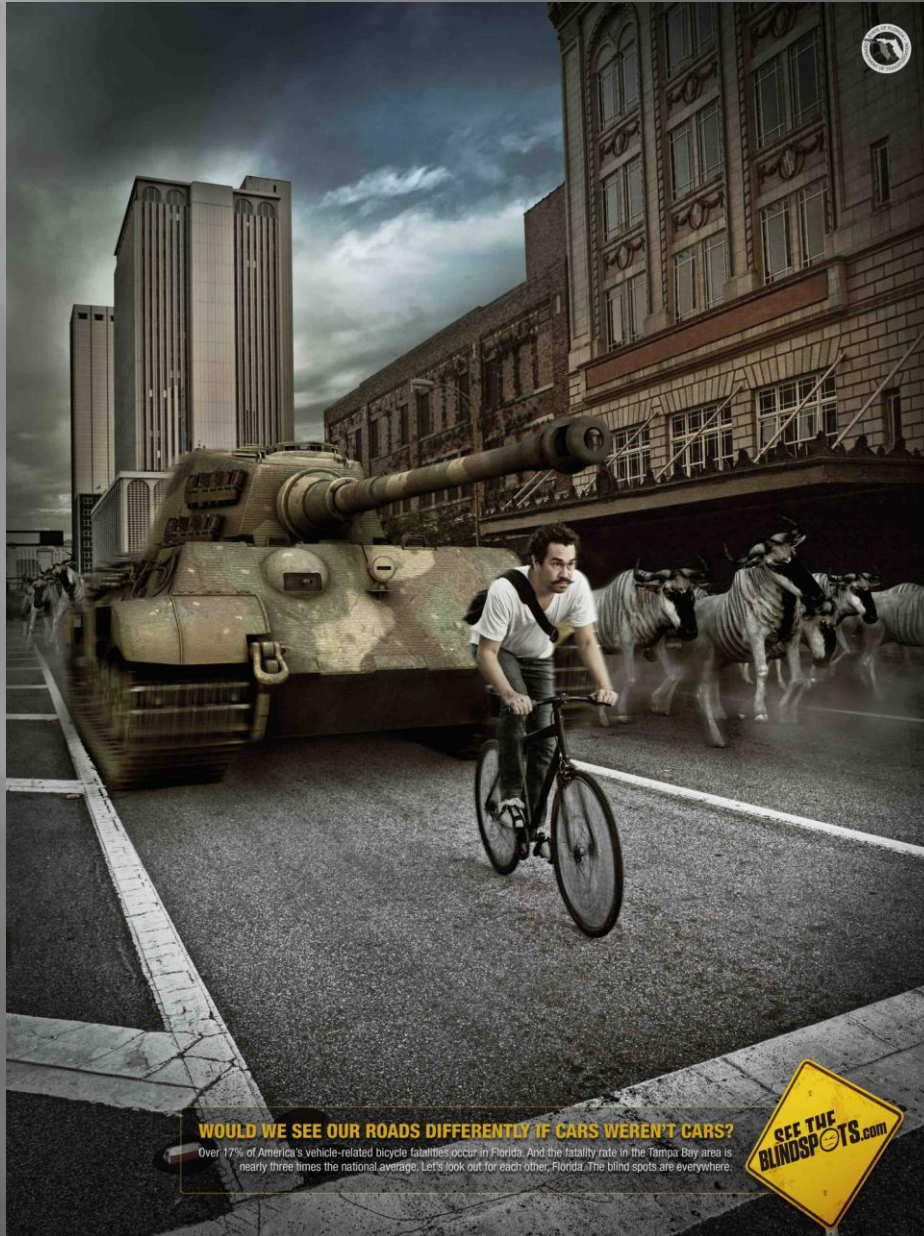
The *See the Blindspots* campaign uses images such as trains, tanks, elephants and other wild animals in a manner to get motorists, pedestrians, and bicyclists to see cars differently and watch out for each other.



[www.seetheblindspots.com](http://www.seetheblindspots.com)



*WHAT IF CARS  
WEREN'T CARS?*



**WOULD WE SEE OUR ROADS DIFFERENTLY IF CARS WEREN'T CARS?**

Over 17% of America's vehicle-related bicycle fatalities occur in Florida. And the fatality rate in the Tampa Bay area is nearly three times the national average. Let's look out for each other, Florida. The blind spots are everywhere.



[www.seetheblindspots.com](http://www.seetheblindspots.com)



**WOULD WE SEE OUR ROADS DIFFERENTLY IF CARS WEREN'T CARS?**

Nine pedestrians are killed in Florida every week. Many of these deaths are the result of pedestrians making dangerous judgments when crossing the street. Let's look out for each other. Florida. The blind spots are everywhere.

OPEN YOUR EYES AT [SEETHEBLINDSPOTS.COM](http://SEETHEBLINDSPOTS.COM)



*SEE CARS  
DIFFERENTLY*



[www.seetheblindspots.com](http://www.seetheblindspots.com)



*IT'S NOT A CAR  
TO A  
PEDESTRIAN*

**WOULD WE SEE OUR ROADS DIFFERENTLY IF CARS WEREN'T CARS?**  
Florida has the highest rate of pedestrian fatalities in the nation. A majority occurs in the Tampa Bay area, where 65% of fatalities happen between 6:00 pm and midnight. Let's look out for each other, Florida. The blind spots are everywhere.



## Secretary's Bicycle/Pedestrian Focused Initiative

- Problem Identification
  - Being #1 in pedestrian fatalities and serious injuries is NOT where Florida wants to be
  - Dangerous by Design (2011)
    - Orlando, Tampa, Jacksonville, Miami-Ft. Lauderdale
  - Crash Data
    - Develop a model methodology for consistent problem identification
    - Identify Priority Areas

## Secretary's Bicycle/Pedestrian Focused Initiative

- Engineering applications in high impact areas
  - Raised Medians or Refuge Islands
  - Additional/Improved Sidewalks
  - Additional/Improved Lighting
  - Pedestrian Hybrid Beacons
  - Rectangular Rapid Flashing Beacons
  - Increase the number of roundabouts
  - Targeted Pedestrian Safety Audits
  - Crosswalk Studies
  - Road Diets
  - Pedestrian Count Down Signals
  - Pedestrian Lead Phasing
  - Signing for Pedestrians (Ex: No Right Turn on Red)



## Midblock Crosswalks

- Rectangular Rapid Flashing Beacon (RRFB)



Sunken Gardens, St. Pete



## *Results*

Engineering, Enforcement & Education work!

In District Seven (Tampa Bay region)

- Ped crashes were down 20+% from year 2009 to (end of) year 2011
- Bike crashes were down 10+% during the same time period